

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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The honor of your presence
is requested at the end of our
cigarette.

Where a small recess will
greet you.

It will keep your lips from
touching the tar that builds up
on the filter.

Flush filters can't do that.

Which is why Parliament
Lights are so tastefully light.
And why a satisfying time
will be had by all.



Only Parliament Lights has
the famous recessed filter.

Available in
Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 9 mg "tar," 0.6 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette. FTC Report (Dec. 81).

